Impact of Incubators in Promoting Start-Ups in Uttar Pradesh

A

SYNOPSIS

Submitted in the partial fulfilment for the requirement of

Doctor of Philosophy

In

Applied Business Economics

SUBMITTED BY

ANAMTA KHAN

UNDER THE SUPERVISION OF

DR. BHAWNA JOHRI
ASST. PROFESSOR
FACULTY OF COMMERCE

DEPARTMENT OF APPLIED BUSINESS ECONOMICS, FACULTY OF COMMERCE

DAYALBAGH EDUCATIONAL INSTITUTE (DEEMED UNIVERSITY)

DAYALBAGH AGRA - 282005

2023

1. INTRODUCTION

According to the needs and requirements of the population, the definition of entrepreneurshipand entrepreneur's changes with every decade and era. Whatever goals an entrepreneurial institution accomplishes, it doesn't benefit only individuals but also includes society at large. The definition of entrepreneurship includes being innovative, competitive, productive, creatingwealth and jobs for the nation, and creating new start-ups so that entrepreneurial activities affect every area of the economy. Although inventiveness and entrepreneurship are frequentlyused interchangeably, innovation is the process of entrepreneurship while inventiveness is themotivation behind it. The United States, China, Japan, and India are hoping to be added to thelist of nations that have experienced economic growth due to their entrepreneurial culture. Theworld has witnessed drastic changes in the economies of different countries and their markets and enterprises. Business as we know it is changing due to entrepreneurship. For more productusers, they have added new technology. Since 1947 to 1980, India has developed a number ofindustries in a variety of sectors, including steel, spices, cement, buildings, and fabrication. Entrepreneurship has turned many individuals into prosperous business tycoons because all these industries were created by numerous entrepreneurs and now have large business houses like TATA, Birla's, Ambani, Oberoi, and Munjal. The empowerment and financial independence of women are two additional benefits of entrepreneurship. Entrepreneurship fosters economic expansion by creating new business opportunities. The potential or contribution of entrepreneurs to the economy is well known to both researchers and practitioners. India's economy has a democratic open society, a young population, a sizable market, unparalleled diversity and resources, a wide range of needs of the people and free competition in the private sector, as well as favourable rules and regulations. It is therefore obvious that India has a wealth of opportunities and resources to become a major hub for moreentrepreneurial activities. One of the most essential components in the creation of economic wealth is entrepreneurship. In order to combat the two main ills plaguing the nation—unemployment and poverty—unbiased entrepreneurship development is important despite a person's gender, region, caste, income, or cultural and social attributes. Due to the nation's economic growth, entrepreneurs are now more necessary than ever. India started implementingliberalization policies after 1991, and since then, it has shown a favourable trend toward entrepreneurship.

1.1 DEFINITIONS:

According to The Global Entrepreneurship Monitor: - The planning, organizing, running,and accepting of risk associated with a business are all parts of entrepreneurship, according toGEM.

Robert Ronstadt: -The process of entrepreneurship involves making money. The person or group of people takes a major risk in terms of their finances, time, and commitment to their careers. Entrepreneurship enhances the value of goods and services.

The three phases of entrepreneurship development are as follows:

(i) Initial Phase: On the basis of a survey, the first phase focuses on raising awareness of entrepreneurial opportunities.

(ii) Development Phase: Training programs are run during this phase to improvemanagement and motivational skills.

(iii) Support Phase: Infrastructure support of counselling and assisting to establish anew enterprise and to develop existing units. Government agencies and financial institutions have now launched a number of training-basedprograms for entrepreneurship development. Gujarat Industrial Investment Corporation launched its first entrepreneurship training program in India in 1970.

1.2 START-UPS

Start-ups have received more attention recently, both in India and other parts of the world, as they are recognized as a key driver of economic growth. As the number of start- ups rises, so do employment opportunities. Start-ups adopt cutting-edge technologies and innovations that offer significant solutions. Start-ups serve as a catalyst for socioeconomic change and development. In India, there are 84,012 start-ups that have registered with DIPP. There are 125different schemes and policies created specifically for start-ups by various ministries in India.The government of India has launched an initiative called Start-up India with the goal of creating a robust ecosystem for the country's start-ups, which have the potential to fuel sustainable economic growth and create numerous job opportunities. The government wants tostrengthen the start-ups that have been registered in the nation through this initiative. Accordingto the policy, self-certification for compliance with labour and environmental laws is permittedin order to streamline the registration process for start-ups. It allows the registration of

start- ups through Start-up India App in a day. The policy offers a rebate of 80% for filing a patent. The government will establish an INR 2,000 crore credit guarantee fund for start-ups through National Credit Guarantee Trust Company / SIDBI over a four-year period in order to providefinancial support to new businesses. The Department for Promotion of Industry and Internal Trade (DPIIT) grants three years of income tax exemption to newly formed businesses. The program offers tax exemptions to start-ups on capital gains and investments above fair marketvalue. NITI Aayog intends to establish 100 incubation centers nationwide in order to encourage innovation and the start-up ecosystem. The start-up festivals and new research parksare established by the incubators. The government has also made plans to make it simpler for start-ups to shut down their companies if they are winding up operations. Although there are still some difficulties in the execution and implementation phases, the program is off to a decentstart.

1.2.1 DEFINITION OF START-UPS

According to Department of Industrial Policy & Promotion in (2019) the definition of start-ups:

Company Age: - If the company's incorporation date is less than 10 years the companyshould be referred to as start-up.

Company Type: Private limited companies, partnerships, and limited liability partnershipsshould be considered as startups.

Annual Turnover: - The annual turnover of the company should not exceed 100 crores inany type of business.

Original Entity: - The entity shouldn't be created through the dissolution or reconstructionof an existing company.

Innovation and Scalable: - The development of new products, procedures, or services should be a company goal. A business must have the ability to generate income and employment.

STAGES OF START-UPS

An entrepreneur goes through a number of stages from idea to actual operation. Every stage isimportant in the start-up process. Ideation is the beginning of a long journey.

1. Ideation Stage
2. Validation Stage

3. Early Traction Stage

4. Scaling Change

1.3 START-UP POLICIES

START-UP POLICY: AICTE 2016 The start-up policy -2016 lays out rules for institutions that have been granted AICTE approval. The goal of the policy is to recognize students' potential and help them become entrepreneurs. 7 Vision: Up until 2025, one million new jobs will be created. It can only be accomplished through robust inter-institutional collaborations between technical institutions. Additionally, the goal is to develop 100,000 tech start-ups with student ownership. Mission: To assist students in establishing start-up businesses on campus for the advancement of the economy and society.

In order to achieve that, the following strategies would be used: -

- Encouraging students to choose entrepreneurship as a career and assisting them in thepreparation of starting their own businesses.
- Start-ups should be emphasized in the curriculum and pedagogy.
- Teaching and training resources can be created specifically for start-ups.

1.4 NATIONAL INNOVATION & START-UP POLICY 2019

The MHRD Innovation Cell develops the 2019 national innovation and start-up policy for students, faculty, and staff in higher education institutions. The primary objective of the policyis to promote innovation and entrepreneurship in higher education institutions.

The Start-up India Program, a national flagship initiative, was introduced by Shri Narendra Modi in January 2016. The goal of this initiative was to support and inspire young entrepreneurs in our nation. The impact of startups in India can be seen in the reduction of workload due to their innovations, the increase in money flowing into the Indian market by creating jobs, the expansion of infrastructure changes due to the demand for start-ups, the creation of demand for services like human resources, an increase in registration, the increasing income of startups influencing the GDP of the country, and an improvement in overall standardof living.

1.5 INCUBATOR

An important element of the startup ecosystem is the incubator. Although incubators are now a

worldwide phenomenon, they were initially started in developed nations. Creating a flexible, supportive, and facilitating environment for start-ups is one of the main goals of incubators. Itwill help in the growth and development of new and existing start-ups. India has supported incubators over the past 20 years with numerous policies and programs.

In India, the number of incubators and accelerators has increased since 2015. The top cities that offer incubation and acceleration programs are Bangalore, Delhi-NCR, Mumbai, Hyderabad, Chennai, and Pune. Jaipur, Kolkata, Kochi, and Ahmadabad are developing hubs for incubation and acceleration programs. In India, more than 520 incubation and accelerationprograms are active, of which more than 200 are started by MSME. The main sources for promoting incubators are central government organizations.

1.5.1 DEFINITION OF INCUBATOR

According to Allen & Rehman, the goal of a business incubator is to improve a firm's chancesof surviving as well as add value to help the firm grow as much as possible.

Incubator trends from 1960 to the present

- The incubator's early stages were devoted to the provision of physical space andoperational services, such as coworking space, mentoring, and networking.
- After that, mixed-use incubators dominated the market. Especially high-tech incubatorsare formed and priories.
- Incubators are currently operating with government backing and assistance. Thegovernment runs innumerable programs to promote incubators.
- Single incubators are the current trend in incubators, which concentrate more onregional and state networks of incubators and incubates.

1.5.2 TYPE OF INCUBATORS

University Incubator: - Higher education organization is in charge of the university incubator.All higher education institutions are now required to devote 1% of their annual budget to innovation and entrepreneurship after the introduction of the Higher Education Institution Start-up Policy for 2019. Universities are thus taking the initiative to support start-ups that arefounded by students, faculty, staff, alumni, or individuals from outside the campus.

Private Incubator: - One person or a group of people is in charge of running private incubators. For registered start-ups, they offer every feasible kind of support & assistance.

Public Incubator: - The state, the federal government, or any organization responsible for economic development is in charge of running the public incubators. The central government has introduced the Atal Innovation Mission scheme, under which numerous public incubatorsare established with the assistance of any institution or organization.

Public –Private Incubator: - The Central and State Governments, along with a private organization or institution, jointly launched the Public-Private Incubator. These kinds of incubators are occasionally managed by private enterprises with government support.

2. REVIEW OF LITERATURE

2.1 REVIEW RELATED TO ENTREPRENEURSHIP

Numerous emission sources and monitoring techniques were described by different researchers. According to them, there is a direct correlation between a person's motivation andcharacter (Van der Zwan, P., Thurik, R., Verheul, & Hessels, 2016). This relationship explainsthe factors that affect the opportunity and necessity of entrepreneurs. The role of an individual'sperception of start-up activity as well as personal traits that influence entrepreneurial motivation are both subjects of the research. In addition to other factors, the researcher said that one of the most important aspects of becoming an entrepreneur is motivation. A total of 20,674 respondents are chosen for interview using random sampling. According to Kumbhar, V. M. (2013), women entrepreneurs in rural India face serious challenges. The paper is based on secondary data that was gathered through reports and research articles. The main issues thatwomen entrepreneurs in India face are related to education, finances,

entrepreneur skill, maintaining a healthy balance between family and friends, mobility restrictions, risk tolerance, career obligations, working with male employees, and defining one's personal agenda. According to Audretsch, D. (2012), there are many different approaches to the rapid emergence of academic thinking and research on entrepreneurship. The goal of this paper is to bring together various perspectives on entrepreneurship. The literature review serves as the foundation for the essay. The study concludes that because of the diversity of opinions and methods, the field of entrepreneurship is rich and dynamic. T. Tambunan (2009) investigates the growth of female entrepreneurship in Asian developing nations. A review of the literature and secondary data form the study's foundation. The study's findings highlight three key points,including the importance of SMEs for the nation and the fact that women contribute very littleto raising family income. The new marketing strategies for consumer success, business success, and entrepreneurship in the context of South India are explained by Sridharan, S., and Viswanathan, M. (2008). The study contains a case study and a qualitative methodology. For consumer marketing, the researcher discovered that businesses adhere to three principles: a thorough understanding of consumer psychology, social embeddedness, and entrepreneurial empowerment. The intention, education, and training of graduate entrepreneurs in a number ofnations, including England, Ireland, Australia, and the USA, are examined by Nabi, G., and Holden, R. (2008). Three topics related to graduate entrepreneurship, entrepreneurship intention, and education and training are covered in the research paper. Despite focusing on graduate entrepreneurship, the researcher discovered a dearth of entrepreneurial education, training, and research on entrepreneurial intentions. The business climate for SMEs in India isevaluated by Todd, P. R., and Javalgi, R. R. G. in 2007. The researcher looks at the significanceof SMEs' internationalization in India for fostering entrepreneurship. The information providedin this conceptual paper relates to the economic circumstances that India's SMEs are currentlyfacing. The researcher contends that better technology use can foster and advance entrepreneurship. The methodology-related problems in international entrepreneurship research are analyzed by Coviello, N. E., and Jones, M. V. in 2004. The paper's main thrust isa methodology review, which is broken down into four categories: time frame, sampling issues,data collection, and cross-national equivalence. The paper discusses the necessity of improvedsampling frames and increased cross-national study efforts. The researcher

advises that researchers should incorporate a pluralistic mindset into their investigation. The effect of entrepreneurship on social inclusion is studied by Fielden, S. L., and Dawe (2004). With the assistance of 53 women respondents, the longitudinal study, which aims to examine the adviceand actual support available for women in the United States, has come to the conclusion that the barriers faced by women include fear of failure, a lack of resources, a partner's attitude, a lack of knowledge, and a lack of trust. According to the study, there is a conflict between one'sperception of one's own abilities and one's belief in one's ability to act. Thurik, R., &Wennekers, S. (2004) draw the conclusion that the government plays a crucial role in entrepreneurship for the economy and that entrepreneurship drives the nation's economy. Thearticle is of a theoretical nature. The relationship and differences between entrepreneurship andsmall business are discussed in the paper. It has been discovered that entrepreneurship is acknowledged for fostering national competitiveness and job growth.

2.2 REVIEW RELATED TO START-UP

The start-up ecosystem in India's major cities is affected by a number of factors, according to Pandey, N. K. (2018). In order to increase the overall effectiveness of the start-up ecosystem, the researcher develops a regression model for start-up funding. The information was gatheredbetween January and June 2017 in four cities—Mumbai, New Delhi, Bangalore, and Chennai—based on a review of the literature as well as from a number of websites. Bangalorehas been found to have the best start-up ecosystem, while Chennai has the worst start-up ecosystem out of the four cities. Through an organized review of knowledge management with particular reference to start-ups, Centobelli, P., Cerchione, and Esposito (2017) study the state of the art, identify research gaps, and define future agenda. Despite the fact that there arenumerous research papers on knowledge management in start-ups, it has been discovered that many issues remain unresolved, which represents a research gap in the paper. The contributionof venture capital to the expansion of start-ups is examined by Nanda, R., and Rhodes-Kropf, M. (2013). The data is gathered from start-ups in the United States, and it is analysed using regression. The likelihood of bankruptcy is higher for start-ups supported by venture capital in competitive markets. The study's findings imply that venture capitalists invest in start-ups that are more innovative and at risk in booming markets. Using annual data from the business dynamic statistics in America, Kane, T. J. (2010) investigates the significance of start- ups in job creation and job

destruction. Jobs are being created and lost by both small and large businesses. The study demonstrates that the American economy would not have experienced anet increase in jobs without start-ups. Effective employment growth policies have been foundb to require support for start- ups businesses. The pre-start-up phase's risk and success factors are examined by Van Gelderen, Thurik, and Bosma (2005). In order to better understand pre- start-up success, the research's primary goal is to examine various theories and factors. A sample of 517 aspiring entrepreneurs was monitored for a period of three years in order to analyse various factors. The results revealed that 195 start-up attempts were successful and 115 start-ups were abandoned. The outcome of the logistic regression analyses demonstrates that the perceived market risk is crucial for deciding whether to launch a business or give up on it.

2.3 REVIEW RELATED TO INCUBATOR

Studies on the role of incubation centers in the growth of entrepreneurship are reported by Ramar, M. N., Muthukumaran, C. K., Manida, M. M., Nandhini, M. B., and Parkavi, M. (2020).Through the use of quote sampling techniques, the information is gathered from 15 incubatorsand 450 incubators. The findings show that the main challenges faced by incubators are findingsuitable candidate clients, securing funding for incubator operations, the lack of start-up financing for incubators, a lack of business and technical skills in the local community, and government regulations or paperwork. Aladejebi, O., & Oladimeji, J. A. (2020) evaluated the performance of the South West Nigerian technology business incubator against the benchmarkset by the Nigerian Technology Incubation Centres Board. The results show that access to seedcapital, access to funds for business growth, and internet services had a negative impact on theeffectiveness of technology business incubators. They only performed well in terms of workspace, physical safety, and security of businesses in the centers. The difficulties faced byincubators and Agri Business Incubation Centers are analyzed by Preethika, K., Reddy, D. S.,Radhika, P., and Supriya in 2020. Five Agra Business Incubation Canters and 75 incubators are covered in the data, which is gathered through a structured questionnaire from the Hyderabad district of Telangana State. The findings show that incubates encounter challengeswith technology, funding, mentoring, and investment. Major obstacles for incubators include those related to technology and funding. Incubation centre’s struggle with funding fees, investments, sustainability,

lack of commitment from stakeholders, and government support, among other things. The discrepancy between the value start-ups companies expects from incubators and what they actually get was examined by Ribeiro, Meneses, and Sousa (2019), with a focus on Portugal. The author also looked at how start-ups and entrepreneurs' overall satisfaction is impacted by the discrepancy between expectations and benefits perceived. Starting businesses can infer from the outcome that there will be better communication and alignment within the relationship of incubation. Italian start-ups' sales revenue and employmentgrowth were examined by Lukes, Longo, & Zouhar in their 2019 study. Incubator tenancy hasa short-term negative impact on sales revenue and a long-term positive impact, according to the Tobit and Poison regression results. Incubation has no appreciable impact on job growth. The effects of incubator characteristics, from the perspectives of ownership, certification, and size on the growth of tenant start-ups were also examined by the author, but it was discoveredthat these effects were minimal. Al-Mubaraki, H. M., and Busler, M. (2017) analyse and describe the opportunities and challenges of the incubator center program. A survey questionnaire is used to gather data on the characteristics, results, and financial aspects of the 93 incubator centers that make up the study's sample. In essence, this paper makes several recommendations for how the results of incubators may have an impact globally. It has been discovered that implementing incubators and innovative programs produces high-qualityresults, and incubators assist businesses in achieving high survival rates, growth rates, and added value for new products and services, as well as fostering an entrepreneurial environment.The performance of the company and the role of the business incubator are examined by Ayatse, F. A., Kwahar, & Iyortsuun (2017). The research focuses primarily on a review of journal articles published between 1999 and 2012 that deal with the business incubation processand firm performance. The study's findings indicate that the incubator process improves a firm's performance. The researcher looked at 17 studies, and from those, found that 14 studies agreedwith the hypothesis and only 3 studies disagreed that the business incubation process helped tenant companies perform better. Meru, A. K., & Struwig, M. (2015) use a cross sectional research design to investigate the services offered by the incubator and the actual services received by the respondent. Measurement of the impact of business incubation on the growth of businesses in Kenya is the study's main goal. 200 entrepreneurs and 12 managers of businessincubators made up the sample, which was chosen at

random. As a result, fewer services are provided to them than anticipated. It has been discovered that 66.9% of business owners agreethat business incubation is crucial for the growth of their enterprises. The authors Jansen, S., van de Zande, T., Brinkkemper, S., Stam, and Varma (2015) discuss a model for students to encourage entrepreneurship. The model consists of three variables: educate, stimulate, and incubate. The model assists institutions in creating an atmosphere among students that encourages students to pursue careers as entrepreneurs. The three case studies that were examined came from Utrecht University in the Netherlands, IIT in India, and MIT in the UnitedStates. It has been determined that entrepreneurial universities have a beneficial effect on the expansion of universities' capacity for innovation. Sharma, A., Shukla, B., & Joshi (2014) lookat the function of business incubators and how it affects the success of new businesses. The goal of this study is achieved with the aid of the questionnaire and case study methodology. The purpose of this study is to examine the efficiency of incubation in India, flaws in the incubation policy, the incubation system and its integration with eco-system stakeholders, as well as the incubation model and the success of start-ups. It has been determined that businessincubators have a favourable effect on India's economic development. The role of incubators in the growth of small businesses is studied by Masutha, M., and Rogerson, C. M. (2014). Thepaper's main objective is to examine how policy has changed over time and how business incubators in South Africa are currently expanding. The researcher discovered that the incubators in the public and private sectors have different foci. While the public sector incubators are more widely dispersed and sector-focused, the private sector incubators are primarily focused on the nation's major markets and metropolitan areas.

2.4 REVIEW RELATED TO GOVERNMENT POLICIES AND INITIATIVE

The development of Indian policies promoting entrepreneurship was described by Koshy (2019). In order to promote Indian entrepreneurs, both the national government and the state governments have introduced numerous programmes. To refinance the institutions that lend to entrepreneurs, the government has launched the MUDRA programme. Despite the fact that theprogrammes have improved the national ecosystem, many programmes still haven't reached allof the entrepreneurs in the country. India has an unorganised business environment. In order tofoster a climate that is favourable for start-ups in India, Shaikh (2019) advises that the government collaborate with colleges, business, and non-

profit organisations. Reduced start- ups failure rates are a result of the development of clear-cut, transparent policies. According toa study by Islam, Fremeth, and Marcus (2018) titled "Signalling by Early-Stage Start-Ups: USGovernment Research Funds and Venture Capital Funding," start-ups that have received grantsfrom federal agencies are 12% more likely to receive later Venture Capital (VC) funding. It's interesting to note that the effect only lasts for the first six months after receiving a governmentgrant; it disappears for later time periods.

This implies that start-ups are likely to exploit these incentives quickly to advance their ties with VCs and that the cachet associated with these awards may diminish over time. Accordingto Sanyal & Hisam's (2018) research, small businesses additionally struggle with issues including a lack of infrastructure and technical expertise in addition to a lack of finance and strict rules. This issue can be resolved and a nation's entrepreneurial ecosystem can besupported by the establishment of business incubators. They recommended that the government work with private institutions to set up supporting infrastructure and establish a single portal to integrate all institutions for entrepreneurship development under one roof. More business incubators must be established in order to support manufacturing units as well as service- oriented firms. According to Davari and Farokhmanesh (2017) in their article "Impact of entrepreneurship policies on opportunity to start-up," education and culture, regulation, and support measures (financial and non-financial) have a favourable effect on starting a business.To determine efficiency, one should take into account proper evaluation in addition to the implementation of policies. They also advised that in order to create more chances forentrepreneurs, the government should consider privatisation. To prevent insolvency, support must be provided for a maximum of four years. In his 2017 study of the entrepreneurial ecosystems in Bengaluru and Hyderabad, Bala Subrahmanya noted that both the central and local governments had contributed significantly to the development of these ecosystems in theirrespective cities. While proactive regional government actions followed by a market responseresulted in the evolution of an ecosystem in Hyderabad, the evolution of an ecosystem in Bengaluru was the outcome of the market's favourable response to economic policies. In theirworking paper titled "Achieving High Growth in Policy- Dependent Industries: Differences between Start-ups and Corporate-Backed Ventures," Georgallis & Durand (2017) assert that high growth is positively associated with generous policies and negatively associated with policies

that are abruptly changed. In contrast to entrepreneurial start-ups, corporate-backed ventures are less affected by policy generosity and less affected by policy discontinuity. Okpa (2015) came to the conclusion that infrastructure, financial resources, and business support are the key elements that contribute to a business incubator's success in his thesis, "The Impact of Government Policy on the Relationship between Critical Success Factors and Incubation contributions. "A nation's incubation programs succeed because of its government policy. According to Motoyama and Wiens' (2015) research, building an entrepreneurial ecosystem is a time-consuming process. Government representatives need to connect with entrepreneurs on an individual and local level if they want to build a thriving ecosystem. To lessen the cost of start-ups hiring consultants, the incubator can get in touch with local business owners to serve as volunteer mentors. Including local business owners in the selection process while providing funding to start-ups, as they may be aware of the difficulties faced by a small business owner in a particular area in their study, Obaji Olugu proposed that there is a positive relationship between entrepreneurship and economic development, with government policy serving as a moderator in this relationship. According to his opinion, having a lot of businesses nearby gives the locals living their job opportunities. Economic development results from this. According to the policy document, ongoing funding for the government-initiated support programs is required. The differences between an entrepreneurship economy and a managed economy were discussed by Thurik (2009) in his research paper. He advocated for the integration of managed and entrepreneurial models into policies implemented in developing nations. In an entrepreneurial model, the government serves as a facilitator by creating networks, offering incentives, etc. As opposed to an entrepreneurial model, which decentralizes policymaking, a managed economy model places all policymaking under the control of the national government. The policies should be formulated specific to a particular region for a successful outcome.

2.5 REVIEW RELATED TO PERCEPTION

According to Prasad, R. K., & Jha, M. K. (2013), the literature is focused on factors that affect service quality in higher education, as well as variables of service quality and its measurement methods. Numerous study papers and scholars have made an effort to describe and gauge the quality of services being sold, but some characteristics that have an impact on service quality are still unstudied.

International, commercial, and government-owned banks operating in Lahore were evaluated for their effects on customer loyalty using the SERVQUAL dimensions by Malik, M. E., Naeem, and Arif in 2011. In contrast to certainty and empathy, tangibles havebeen demonstrated to have a greater impact on consumer loyalty. The findings demonstrated that three SERVQUAL dimensions—tangibles, empathy, and assurance—have a greater impact on customer loyalty than responsiveness and reliability, which showed no discernible effect. Customer satisfaction is studied by Karatepe, O. M. (2011) as a potential mediator of the impacts of the service environment, the quality of the interactions, empathy, and dependability on loyalty. The findings show that customer satisfaction, along with gender, moderates the effects of empathy and reliability on customer satisfaction. Customer satisfaction also mediates the effects of service environment, interaction quality, empathy, and dependability on loyalty. The quality gap of university services in the faculties of behaviouralscience at the university in Tehran was assessed in 2011 by Abili, K., Narenji Thani, F., Mokhtarian, F., and Mehdi Rashidi, M. The study's sample is 300 people. According to the findings, there is a negative quality gap in three areas: tangibility, reliability, and empathy. Asa result, the study's findings are restricted to faculties of behavioural science because it has been noted that the current research is focused on these institutions. The quality of service provided by conventional and Islamic banks was compared by Kumar, Tat Kee, & Charles (2010). A questionnaire with a study population of 308 bank customers was carried out to collect the information. Customers' impressions of tangibility and convenience differ between conventional and Islamic banks, although it may be found that expectations for competence and convenience are different between the two types of banks. Its potential in the not-for-profitindustry is examined by McKnight (2009) in the context of a university library service. The study is based on two groups of a university library's patrons. It has been discovered that assumptions made by library employees about consumer perceptions are not always true. Thegaps found made it easier to include staff in the change process needed to enhance value perceptions and lessen irritations.

3. RESEARCH GAP

• There are few literatures in India about incubators. Other countries have done the majority of the research. According to the reviewed literature, no detailed study of thevarious services provided by incubators to start-up has ever been conducted in the stateof Uttar Pradesh.

- The studies on start-ups and incubators show that few researches has been done on the efficacy of the services offered by the incubators to Start-Ups. Therefore, it is essential to study the perception of start-ups from services provided by incubators.
- Major services such as Business guidance, Mentoring Support, Technical Assistance, Co-working space, Seed & early-stage Investment and various others are not properly studied in any previous literature.
- Present study examines the impact of incubators as well as start-ups on economic growth and development in India.
- Previous studies on incubators and start-ups in general have been conducted, more research is required to examine the particular perpetration, challenges and satisfaction of start-ups in the state of Uttar Pradesh.
- Studies on incubators frequently concentrate on immediate results like job creation, money raised, or survival rates. Research is yet required to determine the long-term effects of incubators on the development, viability, and scalability of start-ups in Uttar Pradesh. Understanding the long-term consequences help you gain important information about the incubation's overall effectiveness and viability.
- The economy of Uttar Pradesh is varied, encompassing industries like IT/ITeS, manufacturing, agriculture, healthcare, and tourism. There is, however, a dearth of research that looks at how incubators affect new businesses in certain Uttar Pradesh industries. Incubators operate in varied formats, such as government-funded, university-based, or privately owned.
- Conducting industry-specific analysis to uncover sector-specific issues, success factors, and recommendations for aiding start-ups through incubators. In Uttar Pradesh, a comparative study is required to assess the efficacy of various incubator models and initiatives. This provides light on the benefits, drawbacks, and ideal methods of various start-up support strategies.

4. NEED OF THE STUDY

- Analysing the effects of incubators helps in identifying effective start-up support strategies, programs, and initiatives. With the help of this information, Uttar Pradesh's incubation was honed and improved.

- However, it was discovered that few researches has been carried out on start-up andincubators in Uttar Pradesh. The suggested study helps in estimating the outcome of the schemes on the performance of start-ups. Its purpose is to assess the extent to which thepolicy initiative has reached the audience.
- This study also helps analyse the impact of start-ups and incubators on economic growth and development.
- There are many young people in India. Many of them possess exceptional talent, creativity, and new ideas that can be used as a tool for the growth & development of the Indian economy. This helps in eradicating the two main threats to the Indian economy—unemployment and poverty. These entrepreneurial proposals have a high probability of succeeding if they receive the proper support. In this regard, while peoplein India possess the necessary information and talents, they lack the necessary set of business skills. Indian business owners faced many difficulties in starting and running their organizations.
- Incubators play a significant and exclusive role in this regard. By offering a variety of services and expertise, incubators support start-ups in overcoming the knowledge gap.Therefore, it is necessary to study the services offered by incubators in fostering start-ups.

5. RESEARCH QUESTIONS

1. What is the contribution of incubators towards start- Up development?
2. What is the impact of start-ups and incubators on economic growth and development?
3. What is the perception of start-ups regarding services provided by the incubators?
4. What will be the Suggestive action plan for effectively utilizing incubators in to the facilities in the development of Start-ups performance?

6. OBJECTIVES OF THE STUDY

1. To assess the contribution of incubators towards start- ups development.
2. To analyse the impact of start-ups as well as incubators on economic growth anddevelopment.
3. To analyse start-ups perceptions regarding the services the incubators provided.
4. To develop a suggestive action plan for effectively utilizing incubators facilities in the development of start-ups performance.

7. HYPOTHESES

7.1 NULL HYPOTHESES H0

Ho1: There is no significant perception of start-ups regarding the services provided by theincubators.

Ho2: There is no significant contribution of incubators towards start- ups development.

Ho3: There is no significant impact of start-ups as well as incubators on economic growth and development.

7.2 ALTERNATIVE HYPOTHESES H1

H11: There is a significant perception of start-ups regarding the services provided by theincubators.

H12: There is a significant contribution of incubators towards start- ups development.

H13: There is a significant impact of start-ups as well as incubators on economic growth and development.

8. RESEARCH METHODOLOGY

8.1 SCOPE OF THE STUDY

As more and more successful start-ups emerge around the world with the help of different incubators, researchers are inspired to conduct in-depth research on the importance of incubators. It is important to study the incubators of Uttar Pradesh. Incubators provide all the resources and support required for start-ups to develop and grow into mature businesses. It has become necessary to comprehend the function of incubators and the degree to which the incubator helps in the development of Start-ups. The present research focuses on the role of startups as well as incubators in economic growth and development. A perception of start -ups from various services offered by incubators is included in the research. The government's various policies and programs will be studied by the researcher. The study highlights the significance of incubators including start-ups. This study will be helpful to future researchers who wish to comprehend and conduct further studies on incubators as well as start-ups in India and Uttar Pradesh. Findings may be helpful to aspiring entrepreneurs who are working on start-ups or who wish to launch their own businesses. Start-ups businesses can distinguish themselves in the working environments of different incubators in Uttar Pradesh. To the current study, start-ups have extensive knowledge of incubation services. On the other hand, practical implications can be helpful for incubators to determine which services are most essential for start-ups.

8.2 DURATION OF THE STUDY

For the purpose of the study, duration of the study will be 2017 onwards.

8.3 VARIABLES OF THE STUDY

A feature or quantity of a phenomenon that can be observed or categorized is called a variable.The researcher discovers the number of variables that are classified into dependent and independent variables. More variables will be added as per the study.

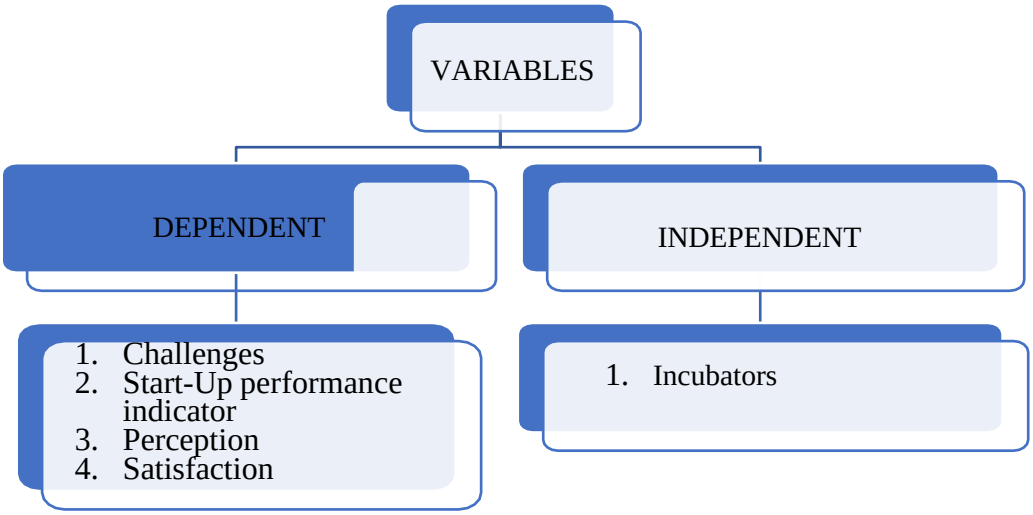

Fig 1: Variables of the study

8.4 UNIVERSE

The universe will be start-ups using the services of different incubators in Uttar Pradesh. Thestart-ups and incubators registered with DPIIT will comprise the study's sample population. The incubators and start-ups will be selected on the basis of establishment year from 2016 onwards.

8.5 SAMPLE SIZE

The sample size will be 55 registered incubators in Uttar Pradesh and 501 start-ups which are registered under incubators. Other start-ups registered under DPIIT will also take intoconsideration. This number may be changed as per the future conditions.

8.6 SOURCE OF DATA

The data will be collected through two modes Primary and Secondary.

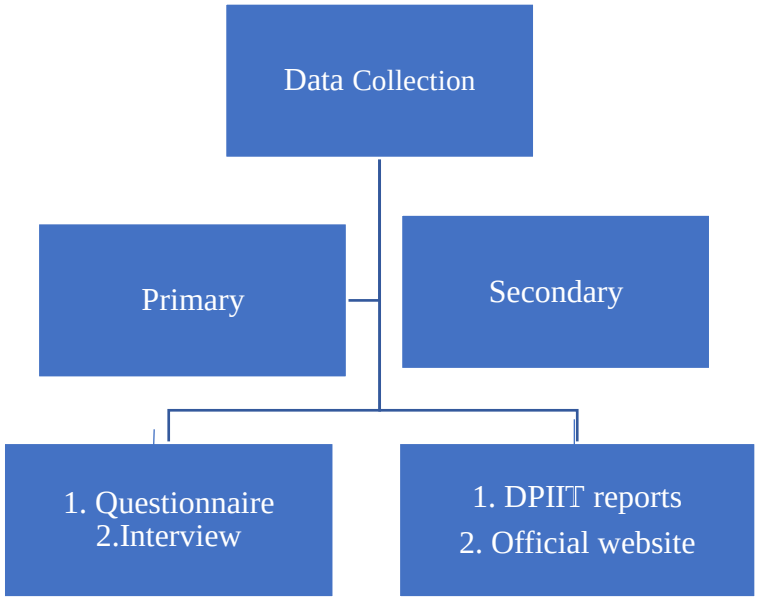

Fig 2: Data Collection

- **Primary Data collection: -** Primary data will be collected through questionnaire, direct interview and informal interaction.

- **Secondary Data: -** Data will be collected through DPIIT reports, Start-up policies inIndia and Uttar Pradesh, NITI Aayog official website, MSME website, Ministry of electronic and I.T and websites of various incubators.

8.7 TOOLS AND TECHNIQUES

Sampling Method: - Stratified sampling will be used to draw the sample from the universe.

Quantitative and qualitative techniques will be used.

- Descriptive and inferential Statistics
- One-way ANOVA
- Mean, median, and Chi-Square
- Regression
- Tables and Graphical Presentation will be used to present the data.

(Other required tools will be used as per the needs of the study for analysing the data.)

Software to be used: The data will be analysed through IBM SPSS.

9. OBJECTIVE WISE RESEARCH METHODOLOGY

Table 1 Objective Wise Research Methodology

Sr. No	**Objectives**	**Methodology**
1.	To assess the contribution of incubators towards start-ups development.	For achieving this objective, the researcher will collect information through different websites, reports regarding the contribution of incubatorstowards development of the start-ups.
2.	To analyse the impact of start-ups as well as incubators on economic growth and development.	For achieving this objective, the researcher will collect the informationthrough primary as well as secondary sources. The impact of Start-ups and incubators on economic growth and development will be traced by using desired statistical and econometricstools.
3.	To analyse start-ups perceptions regarding the services the incubators provided.	For achieving this objective, the researcher will use questionnaire whichwill be served to various respondents (Start-up companies and incubators) to know the perceptions of the start-up regarding the services provided by the incubators. For achieving this objective, the researcher will use Descriptive Analysis (Frequency Tables, & Graphical Presentation)
4.	To develop a suggestive action plan for effectively utilizing incubators facilities in the development of Start-ups performance.	The Suggestive action plan will be basedon performance of Start-up through incubators.

10. PROPOSED CHAPTER PLAN OF THE STUDY

Chapter: 1 Introduction

- An overview of government initiative for Start-ups in India
- Entrepreneurship
- Start-Ups
- Incubators
- Government Policies

Chapter: 2 Review of Literature:

- This chapter also includes the Research Gaps and Need of Study

Chapter: 3 Research Methodology: This Chapter includes the following:

- Final Gap of the Study Objectives
- Variables of the Study
- Objectives of the Study

- Hypotheses of the Study
- Research Design
- Statistical Tools to be used for Data Analysis
- Selection of the Sample

Chapter: 4 Profile of selected Incubators and Start-up Chapter: 5

Data Analysis and Testing of Hypotheses

Chapter: 6 Findings and Summary: This Chapter includes:

- Implementation
- Suggestions
- Limitations
- Findings
- Conclusion.

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